Fashion Calendar 19[illegible]

5-17-48
FILE

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, MAY 17, 1948

Now Going On	FRENCH IMPORTS IN FALL GLOVE LINE	ARIS GLOVES	411 FIFTH AVENUE SHOWROOM
	Aris Fall glove collection includes beautifully hand-detailed French imports designed by Paul Chanut, in addition to a wide selection of domestic leather and fabric gloves in all the new Fall high fashion shades. By appointment. Contact: Ann R. Silver Associates, MU. 7-8654.		
May 15	STRAW HAT DAY IN SOME CITIES (Saturday).		
Monday May 17 12:30 P.M. Luncheon	FALL FASHIONS IN PAJAMAS, GOWNS, SLIPS	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
	Presentation of pajamas and nightgowns in flannelette, cotton, rayon; also petticoats and slips in rayon, nylon and cotton. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4282.		
Monday May 17 12:30 P.M. Luncheon	FALL COLLECTION OF CASUAL DRESSES	PRESTON CASUALS (110 W. 40TH ST.)	HOTEL PLAZA TERRACE ROOM
	Preston Casuals will present their Fall collection of dresses during luncheon. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday May 17 3:00 P.M.	OPENING OF "SUN AND FUN SHOP"	SAKS 34TH	3RD FLOOR
	Saks 34th will present fashions for resort, beach, play and spectator sports at the opening of the "Sun and Fun Shop" on the 3rd floor. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.		
Monday May 17 4:30 P.M.-7:00 P.M. Cocktails	"RIGHT ON THE JOB" FASHION SHOW	CHARM MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Charm will present a preview of their September issue--"Right On The Job" at a cocktail showing. For store executives by invitation only. Publicity: Eloise Ray, MU. 3-8910.		
Monday May 17 6:00 P.M.	MISSES' AND WOMEN'S FASHION SHOW	GIMBEL BROTHERS	3RD FLOOR
	"A Sun Dial of Fashion"--presentation of fashions in the moderate price range for misses and women. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Monday May 17 7:30 P.M.	"FASHIONS AT THE RACES" ON TELEVISION	GUNTHER (666 FIFTH AVE.)	STATION WCBS - TV CHANNEL 2
	Gunther will present fashions for the races during the televised broadcast of the opening of the Belmont Park track. Clothes will be modeled at Belmont Park by six prominent debutantes -- Virginia Leigh, Mary MacArthur, Mary Damon, Joan Gillespie, Cynthia Whitehead and Roseanne Bennett. Publicity: Nona James, VO. 5-3440.		
May 17	ANNUAL NATIONAL COTTON WEEK (May 17-May 22).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 17	OPENING OF BELMONT PARK (Monday)		
Cancelled May 17	THE FOLKARD & LAWRENCE SHOWING OF BRITISH FABRICS, ORIGINALLY SCHEDULED FOR MONDAY MAY 17 TO MAY 21, HAS BEEN CANCELLED.		
Monday May 17- May 29	SUIT DESIGNS IN RED, WHITE AND BLUE	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Color sketches of original suit designs, all created in variations of a single red-white-and-blue color theme, showing subtle and sophisticated use of the patriotic colors as worked out by Traphagen Students. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Tuesday May 18 9:30 A.M. Breakfast	PRESS SHOWING: SPRING AND RESORT PRINTS	ROBAIX FABRICS, INC.	1412 BROADWAY 20TH FLOOR
	Robaix Fabrics invite the press to breakfast and a showing (promptly at 10:00 A.M.) of their 1948-1949 Resort and early Spring fabric collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Tuesday May 18 9:30 A.M.	TWELFTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
	Mademoiselle presents its 12th annual college clinic, a preview of fashions from the August College issue. By invitation only to Mademoiselle's official tie-in stores. Contact: Wilma Bell, promotion director, MU. 3-8910.		
Tuesday May 18 10:30 A.M.	FIRST POSTWAR JUVENILE FALL FASHION CLINIC	PARENTS' MAGAZINE	HOTEL ASTOR BALLROOM
	Parents' Magazine will resume its custom of presenting annual infants' and children's wear fashion clinics for retail stores and resident buying office executives. The morning clinic will be followed by a luncheon forum. Open to manufacturers. There will also be a preview of back-to-school fashions for teens, which will appear in the Fall issue of "Calling All Girls" Magazine. Tickets: $6.00 to $15.00. Clinic conducted by Betty Green, Fashion Editor of Parents' Magazine. Contact: Herbert Bijur, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.		
Tuesday May 18 4:00 P.M. Cocktails	"FALL FORECASTS" PREVIEW FOR PRESS	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
	Press preview of Bellciano designs in coats and suits for the forthcoming Fall season. As at past Bellsey press showings, the lucky number holder will win a Bellciano suit. Showing at 4:30 P.M. Commentator: Mary Alice Rice. Attendance by invitation only. Publicity: William Harvey Co., LO. 3-6569.		
Beginning Tuesday May 18	OPENING OF FALL COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM
	David Crystal will present his Fall collection at 10:30 A.M. and 2:30 P.M. daily. Contact: Lyz Daly, LA. 4-7760.		
Tuesday May 18- May 20	TOILET GOODS CONVENTION	TOILET GOODS ASSN. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
	Theme: "What Is Ahead For The Toilet Goods Industry?" Business meetings will be held each day. Price of luncheon: $8.50. Contact: Edward D. Russell, PE. 6-1100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 19 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CONTI, INC.	498 SEVENTH AVENUE SHOWROOM
	Presentation of the Fall collection designed by Luciano Conti; also, a collection based on exclusive designs by Mad Carpentier. Attendance by invitation only. Showing for trade at 2:30 P.M. on May 19; 10:30 A.M. and 2:30 P.M. thereafter, by appointment. Contact: Mario Conti, WI. 7-7331.		
Wednesday May 19 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
	Hattie Carnegie's Jeune Fille collection will be presented during luncheon. Press strictly by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 19 1:00 P.M. Luncheon	"STORY BOOK COTTONS" AT BENEFIT LUNCHEON	JONATHAN LOGAN	HOTEL PIERRE COTILLION ROOM
	Showing of Summer cottons designed by Dorris Varnum for Jonathan Logan. Hats by Sally Victor. Gloves by Superb. Show for benefit of Jewish Community and Sisterhood of Portchester. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday May 19 2:30 P.M.	COTTON SHOW WITH McCALL PATTERNS	THE NAMM STORE BROOKLYN	3RD FLOOR FABRICS SALON
	Namm's Cotton Show will feature McCall all-printed patterns. Commentator: Romona Prina, McCall stylist. Open to public. Publicity: Vivian Lowe, TR. 5-5700, Ext. 76.		
Wednesday May 19 2:30 P.M.	"SUN AND FUN" FASHION SHOW	MARTIN'S BROOKLYN	CASUAL FIFTH FLOOR
	Showing of play and sport clothes, with emphasis on cottons; also some afternoon and evening fashions in cotton. Open to public. Publicity: Kay Connelly, TR. 5-3100.		
Cancelled May 19	THE PRESS PREVIEW OF THE "POIRETTE 70" NEW FOUNDATION GARMENT ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 19, AT 3:00 P.M., HAS BEEN CANCELLED.		
Wednesday May 19 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	HALLDON, LTD.	500 SEVENTH AVENUE 5TH FLOOR
	Press showing and cocktail party presenting Fall coats and suits by Halldon, Ltd. Attendance by invitation only. Publicity: Leon Friedman, Chernow Co., PE. 6-3520.		
Wednesday May 19 4:30 P.M. Cocktails	PRESS SHOWING: FALL AND WINTER COLLECTION	THE McMULLEN COMPANY	RITZ CARLTON HOTEL GRAND BALLROOM
	Private showing for the press of the McMullen Company's new Fall and Winter collection. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Strictly by invitation, which must be presented at the door. (SHOWING TO THE TRADE AT McMULLEN'S SHOWROOM, 475 FIFTH AVE., ON THURSDAY, ~~MAY 20~~ June 2, AT 10:30 A.M. AND 2:30 P.M.) Publicity: Abigail A. Johnson, MU. 3-9560.		
Thursday May 20 9:30 A.M. Coffee	PRESS PREVIEW OF FALL COLLECTION	GEORGE JABLOW & CO.	530 SEVENTH AVENUE 9TH FLOOR
	George Jablow will present his Fall collection of coats and suits to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 20 11:30 A.M.	PREVIEW OF FURS FOR YOUNG PEOPLE	ESTHER DOROTHY	HOTEL PIERRE SUITE 3
	Esther Dorothy will present her Jeune Couture collection of furs for young people to the press. By invitation only. Contact: Eleanor Lambert, PL. 5-8580.		
Thursday May 20 2:30 P.M. Cocktails	PRESS SHOWING OF CUSTOM-MADE FASHIONS	J. & J. CHAMBART, INC.	37 WEST 47TH STREET SALON
	A showing of custom-made cocktail, dinner and evening fashions for Fall and Winter will be presented to the press. Attendance by invitation. Contact: Howard Deutz, PL. 7-8260.		
Thursday May 20 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: "SQUARE DANCING HAIRDOS"	DRENE	OLD KNICK MUSIC HALL 2ND AVE. AT 54TH ST.
	Hairdos designed for square dancing will be shown to the beauty press at a cocktail party. Special entertainment at 5:00 P.M. Attendance by invitation only. Publicity: Pauline Bowie, BU. 8-5000.		
Thursday May 20	"THE SCIENCE BEHIND THE FABRIC" DISPLAY	ARKAY JR.; MARGOT DRESSES; JR. FORMALS	498 SEVENTH AVENUE ARKAY JR. SHOWROOM
	Exhibit of "The Science Behind the Fabric", presented by Arkay Jr. Frocks, Margot Dresses and Jr. Formals in conjunction with Burlington Mills. Two fabric testing machines will be presented by Burlington in addition to their fabrics in new colors from Arkay's fall line. Exhibit will continue for six weeks after May 20, which is press day. Attendance by invitation. Contact: Kenneth Williams, LO. 5-2626.		
Friday May 21 10:00 A.M. Breakfast	PRESENTATION OF "CAREER WOMAN" FURS	NORMANDIE SALES CORP.	130 WEST 30TH STREET SHOWROOM
	The Normandie Sales Corporation invites the press to breakfast and a showing of their first collection of "Career Woman" furs, designed in keeping with the average woman's taste and budget. Attendance by invitation only. Contact: Jerome Schwartz or Sol Hordof, LO. 4-2660.		
Friday May 21 2:45 P.M.	PRESENTATION OF ARTS AND LETTERS AWARDS	AMERICAN ACADEMY OF ARTS & LETTERS	AMERICAN ACADEMY 633 WEST 155TH STREET
	Annual joint ceremonials by the American Academy of Arts & Letters and the National Institute of Arts & Letters, with fifteen Arts & Letters Awards of $1000 presented by Deems Taylor. Press by invitation. Contact: Carson-Ruff Associates, MU. 2-2055.		
Saturday May 22; May 29 11:00 A.M.	TEEN AGE FASHION SHOWS	GIMBEL BROTHERS	5TH FLOOR TEEN NOOK
	Gimbels will present informal teen-age fashion shows on May 22 and May 29 at 11:00 A.M. Open to public. Publicity: Terry Mayer, LO. 5-1500.		
May 22- May 29	TWENTY-THIRD NATIONAL FOOT HEALTH WEEK. "Forward America On Good Feet!" Contact: Nat'l Foot Health Council, Phoenix Bldg., Rockland, Mass.		
Monday May 24 4:00 P.M. Cocktails	FALL COLLECTION DESIGNED BY JENNIFER	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE 8TH FLOOR
	Special press showing of new Fall fashions designed by Jennifer of Harold Susman, Inc., presenting dresses, costumes for street, afternoon, dinner and formal wear. By invitation only. Trade showings from Wednesday, May 26, to Tuesday, June 8. Publicity: Ruth Hammer, EL. 5-6043.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 24	SHOWING OF NEW FUR COLLECTION	ZIMMERMAN-SCHER, INC.	150 WEST 30TH STREET SHOWROOM

New trend-setting fur collection designed exclusively in "A. A. Average American" sizes for women who are 5' 5" and under. Press invited. Contact: Jack Zimmerman, PE. 6-9316.

Beginning Monday May 24	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

The members of the Sportswear Guild will present their Fall collections during the week of May 24, one week later than last year:
May 24: STAR-MAID DRESSES, INC. May 25: ADLER & ADLER, INC.; KANE WEILL.
May 26: DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO.
May 27: CHARLES W. NUDELMAN, INC.; SPORT-CRAFT, INC.; ZOLTAN ROSENBERG.

Beginning Monday May 24	OPENING OF FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS

In accordance with the practice followed in recent seasons, the FOGA houses will show only a single collection for the Fall season. (These are one week later than last year's showings.) Guild members who will present their lines include:

HANSEN BANG, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
BEN BARRACK, INC.	HORWITZ & DUBERMAN	C. H. D. ROBBINS CO.
WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS	RUDOLF GOWNS, INC.
CAPRI ORIGINALS, INC.	JUNIOR LEAGUE FROCKS	PAUL SACHS ORIGINALS
CARLYE DRESS CORP.	KAPLAN & GRABOIS	MARTIN SIMON, INC.
DEITSCH, WERSBA, COPPOLA	SAMUEL KASS GOWNS	HERBERT SONDHEIM, INC.
FOX-BROWNIE, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
ED GERRICK, INC.	DAVID LEONARD & LEVINE	SUZANNE-AUGUSTINE, INC.
A. GOODMAN & CO.	MARY LEE, INC. Nathan -	JANET TAYLOR
Grabois FRED GREENBERG DRESS CO.	MORRIS & MARCUS Strong	HANNAH TROY, INC.
	PARNIS-LIVINGSTON, INC. Paul Parnes	

Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

Tuesday May 25 9:00 A.M. Breakfast	FALL SPORTSWEAR AT BREAKFAST SHOWING	del MAR SPORTSWEAR	HOTEL PLAZA GRAND BALLROOM

"del Mar Packs The Trunk For Fall"--a showing of Fall and back-to-school original Sportswear, Blouses, Separates and Rainwear, designed by Clifford. Showing at 9:30 A.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.

Tuesday May 25 10:30 A.M.	OPENING OF FALL AND WINTER COLLECTION	LOUISE BARNES GALLAGHER	37 WEST 47TH STREET SHOWROOM

Louise Barnes Gallagher will present her collection for Fall and Winter. Press and trade by invitation. Showings daily thereafter. Publicity: Nona James, VO. 5-3440.

Tuesday May 25 10:30 A.M.; 2:30 P.M.	OPENING: FALL COLLECTION	CARMEL BROS.	530 SEVENTH AVENUE SHOWROOM

Fall opening and presentation of coats and suits by Carmel. Press invited. Contact: Larry Carmel, LA. 4-3310.

Tuesday May 25 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	PECK AND PECK	CHATHAM HOTEL CHATHAM WALK

Peck and Peck will present "Luncheon in the Sun"--a showing of new Summer fashions for town. Press by invitation. Public by reservation; contact: Mr. Ray, VO. 5-5400. Contact: Julia Morse, PL. 8-3100. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 25 1:00 P.M. Luncheon	"FREEDOM FASHION SHOW" AT LUNCHEON	COMMON CAUSE	WALDORF-ASTORIA STARLIGHT ROOF
	Common Cause, a citizens' group to fight totalitarianism, will introduce the "Freedom Band" on specially designed Summer clothes by Oleg Cassini, Nettie Rosenstein, Tina Leser, Casual Clothes, Vera Maxwell, Jaeckel, Mady Martell, Henri a la Pensee, Emma Maloof at a luncheon showing. Press by invitation. Public by reservation; contact "Frank," headwaiter, EL. 5-3000. Publicity: Dorothy Lansing: PL. 8-3145. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Tuesday May 25 4:00 P.M.	FUR FASHIONS BY RALPH MARANO	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
	Russeks' Pink Champagne Party for the press with a showing of Ralph Marano's custom fur collection. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.		
Tuesday May 25	OPENING OF FALL COLLECTION	FRANCES SIDER, INC.	1384 BROADWAY SHOWROOMS
	Dress-Up Separates, Casual Clothes and Blouses by Frances Sider. Showings daily at 9:30 A.M., 11:30 A.M., 1:30 P.M., 3:30 P.M. through May 28 --thereafter by appointment. Contact: Ann Rabin, BR. 9-3790.		
Beginning Tuesday May 25	SHOWING OF TERRY ROGERS ORIGINALS	GROSS-SYNDEY	498 SEVENTH AVENUE SHOWROOM
	Opening of Fall line of Terry Rogers originals--casual and street dresses in gabardines, wools and crepes, fashions to retail under $30. By appointment. Contact: Ann R. Silver Associates, MU. 7-8654.		
Tuesday May 25	OPENING OF FALL LINES	SUNCLOTHES, INC.	1384 BROADWAY SHOWROOMS
	A Fall collection of Costume Blouses, Mated Separates and Campus Classics by Sunclothes Inc. (a division of Frances Sider Inc.). Showings daily at 10:30 A.M., 12:30 P.M., 2:30 P.M. through May 28--thereafter by appointment. Contact: Ann Rabin, LO. 4-3323.		
Wednesday May 26 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL DRESSES	FRED GREENBERG DRESS COMPANY	550 SEVENTH AVENUE 18TH FLOOR
	Fred Greenberg will present his Fall collection of dresses to the press, with showing promptly at 1:00 P.M. Attendance by invitation only. Trade showings will begin on Tuesday, June 1, at 10:30 A.M. and 2:30 P.M. daily. Publicity: Virginia Jewel or Bob Greenberg, LO. 4-5820.		
Wednesday May 26 4:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE 20TH FLOOR
	Adler & Adler's Fall and Travel collection will be presented to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.		
Thursday May 27 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION	ANDRE D'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
	Andre d'Aulan will present his Fall collection of daytime, dinner and evening dresses to the fashion press at a cocktail showing. Trade showings will begin on Tuesday, June 1, at 4:30 P.M. Attendance by invitation only. Contact: PL. 9-2320.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 31	LEGAL HOLIDAY (Monday) TO CELEBRATE MEMORIAL DAY.		
Beginning Tuesday June 1	BACK-TO-SCHOOL BELT COLLECTION Opening of back-to-school line of Criterion belts by country's largest and oldest belt house. Casual and dressy belts for the teen-ager. For appointment contact: Ann R. Silver Associates, MU. 7-8654.	SLOTE & KLEIN, INC.	16 EAST 34TH STREET 17TH FLOOR
Wednesday June 2 9:00 A.M. Breakfast	FALL FASHIONS FROM SAN FRANCISCO Nathalie Nicoli of San Francisco will present her Fall collection of dresses, suits and sportswear. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	NATHALIE NICOLI (SAN FRANCISCO)	HOTEL PLAZA GRAND BALLROOM
Wednesday June 2 3:00 P.M.	PRESS SHOWING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes to the press in his salon. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SHOWROOM
Wednesday June 2 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER ISSUE Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE BALLROOM
Wednesday June 2 6:00 P.M. Cocktails Dinner Dance	FASHION SHOW OF FALL RAINWEAR COLLECTION Aquatogs will introduce their Fall rainwear collection to fashion press and buyers at a fashion show, dinner dance. Guests will be transported from N.Y. to L.I. estate of Milton B. Kaufman. By invitation only. Commentator and Publicity: Renee Long, Aquatogs, Inc., CI. 5-7500.	AQUATOGS, INC.	MILTON B. KAUFMAN ESTATE, GREAT NECK, LI
Thursday June 3 4:00 P.M.-6:00 P.M.	PRESS SHOWING: FALL MILLINERY Eva Tartar will present her Fall hats at a Champagne Party. Showing at 4:30 P.M. By invitation only. Contact: Estell Staub, TE. 8-5799.	EVE TARTAR	676 MADISON AVENUE SALON
Thursday June 3 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes at a cocktail party. Attendance by invitation. Showings for buyers at 11:00 A.M. and 4:30 P.M. daily, starting June 4. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SHOWROOM
Thursday June 3 8:30 P.M.	DESIGNERS' FASHION SHOW The first Designers' fashion show to be staged by the Guild of N.Y. Dress Designers, a professional association whose membership represents a broad cross-section of important fashion houses and a widely diversified range of prices. Based on the theme, "Whistler and His Time," the show will depict colors from Whistler paintings and silhouettes inspired by the period. Tickets $10.00; send checks to Guild of N.Y. Dress Designers, 475 Fifth Avenue, Room 1908. Press by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	GUILD OF NEW YORK DRESS DESIGNERS	BROOKLYN MUSEUM SCULPTURE COURT

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 7 4:00 P.M. Cocktails	FALL "ANNIVERSARY" COLLECTION	ETA	HOTEL PLAZA GRAND BALLROOM
	Eta celebrates her twenty-fifth year as a designer, with a showing of her Fall "Anniversary" collection. Show at 4:45 P.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday June 7 4:00 P.M. Cocktails	PREVIEW OF NEW COSMETIC LINE	UNIVERSAL LABORATORIES	PLACE TO BE ANNOUNCED
	Universal Laboratories is introducing its new cosmetic line "Beauty In The Morning," to the cosmetic press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Monday June 7- June 13	SECOND ANNUAL FASHION FAIR	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
	The second annual edition of the Fashion Fair, at Madison Square Garden Exposition Hall, with exhibits by the fashion apparel and related industries. There will be a two-hour fashion show, presented four times daily. Fashion presentation produced and staged by Leon Leonidoff, Radio City Music Hall director. Theme: "Alice In Fashionland-Through the New Look-ing Glass Into '48". Price of tickets: $2.40. Publicity: Billie Gould, Hotel McAlpin, Suite 720, PE. 6-5700.		
Monday June 7- June 12	SECOND ANNUAL TEXTILE EXPOSITION	TEXTILE INDUSTRIES EXPOSITION (36 W. 47)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
	"Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. For press and trade only. Contact: Arthur Tarshis, WA. 9-8068.		
Tuesday June 8 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW	ANSON-JONES	CHATHAM HOTEL CHATHAM WALK
	Anson-Jones will present their one-price fashions in Summer cottons for town and casual wear. Press by invitation. Public by reservation; contact Mr. Ray, VO. 5-5400. Anson-Jones Publicity: Mrs. Pennington, PL. 9-3506. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.		
Tuesday June 8 4:15 P.M. Cocktails	DRAMATIC SHOWING OF FALL COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
	Sam Friedlander's premiere for the press of his "Fashion Showplace of the Nation," a new and dramatic way of showing his Fall collection designed by Moyen--presented in a theatre just built in Mr. Friedlander's showroom. By invitation only. Showings for the trade, by invitation, from June 9 to June 15 at 4:15 P.M. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday June 8 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW OF FALL COMPACTS	VOLUPTÉ INC.	RITZ CARLTON HOTEL CARLTON SUITE (4TH FL)
	Volupté Inc. will present an advance showing of Fall styles and ideas in compacts. Press by invitation. Publicity: Anita Pine, Hirshon-Garfield, PL. 7-6300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 8 5:00 P.M. Cocktails	SHOWING OF FALL AND WINTER COLLECTION	KIVIETTE GOWNS, INC. (15 WEST 47TH ST.)	RITZ CARLTON BALLROOM
	Kiviette will present a showing of her Fall and Winter collection. Strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday June 9 3:00 P.M.	PRESS SHOWING FALL COLLECTION	MILDRED O'QUINN	18 EAST 57TH STREET SALON
	Preview of Mildred O'Quinn's Fall collection for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday June 9 4:00 P.M.- 6:30 P.M. Cocktails	PRESENTATION PARTY FOR INVENTOR	LIP-STAE	EL BORRACHO 51 EAST 55TH STREET
	"God's Gift to Men 1948"--a cocktail party at the Kiss Room of El Borracho, where presentation of award will be given to inventor of Lip-Stae by distinguished group of men. Attendance by invitation only Publicity: Elizabeth Fenton, Abbott Kimball, PL. 3-9600.		
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	Eight national prize winning and thirty other outstanding garments from 45 major U.S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.		
Thursday June 10 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR SILHOUETTES	MAXIMILIAN	HOTEL PLAZA RENDEZ-VOUS ROOM
	Maximilian will present significant fur silhouettes from the Autumn collection. By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.		
Thursday June 10 12:00 Noon Luncheon	FALL-WINTER PREVIEW "AMERICAN KNIT" GLOVES	ASSOCIATION OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA GEORGIAN ROOM
	Public Relations Luncheon and Fall-Winter Preview of "American Knit" Gloves & Mittens for the trade and fashion press. The event launches Back-to-School and College promotions and advance plans for the Third National American Knit Glove Week in November. Six speakers, representing trade and consumer publications, colleges, womens' clubs and stores will speak on "Wool for Warmth" and extending the Selling Season for Wools. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.		
Thursday June 10 4:00 P.M.- 8:00 P.M. Cocktails	ADVANCE FALL SHOWING OF BLOUSE COLLECTION	ROJAY BLOUSE AND SPORTSWEAR CO.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	Rojay will present their Fall collection of blouses and matching skirts to buyers and the press. The collection will also include the Coty perfume inspired "Morning, Noon and Night" blouses. Attendance by invitation only. Publicity: Renee Isaacs, Jack Berman Co.Inc., MU. 9-1546.		

SPECIAL LAST MINUTE ANNOUNCEMENT

Monday May 17 4:30 P.M.	~~PRESS PREVIEW~~ OF PARIS FASHION NEWSREEL	REGENCY FILMS	PREVIEW THEATRE 1600 B'WAY (4TH FL)
	Special screening for ~~the press~~ of ~~two~~ fashion newsreels of the Fall Paris couture collections. This is part of a series of 13 films, complete with music and commentary, in the "Paris Cavalcade of Fashion", the first and only fashion newsreel available for exclusive distribution to one store in each city for 13 weeks beginning May 24. Preview--fashions by Dior & Piguet. By invitation only. Publ. Ruth Hammer, EL. 5-6043.		

MUSIC ... MOVIES ... THEATRES ... TELEVISION

Friday
May 14
8:00 P.M.

TELEVISION FASHIONS ON PARADE — STATION WABD, DUMONT
Saks Fifth Avenue will present the second in a series of four weekly television fashion programs, presenting the latest fashions as part of a musical review. Narrator: Adelaide Hawley. Publicity: Jane Barton, Television Fashions on Parade, Inc., 551 Fifth Avenue, MU. 2-2973.

Saturday
May 15

OPENING: "THE GOLEM" — BROADWAY THEATRE, B'WAY & 51ST STREET
Theatre Inc. presents the third of four productions by the Habimah players, a play by H. Levik. Publicity: William Field, CI. 5-7930.

Saturday
May 15

PREMIERE: "BIG CITY" (Movie) — LOEW'S CRITERION, B'WAY & 45TH STREET
M-G-M comedy-drama featuring Margaret O'Brien, with Robert Preston, Danny Thomas, George Murphy, Butch Jonkins, Edward Arnold and Betty Garrett. Director: Norman Taurog. Producer: Joe Pasternak. Costumes: Helen Rose. Publicity: Herbert Crooker, BR. 9-7800.

Tuesday
May 18

PREMIERE: "ANOTHER PART OF THE FOREST" (Movie) — RIVOLI THEATRE, B'WAY & 49TH
Universal-International film based on Lillian Hellman's Broadway stage play dealing with the tempestuous Hubbard family first seen in "The Little Foxes." Starring Frederic March, Dan Duryea, Edmund O'Brien, Ann Blyth, Florence Eldridge. Director: Michael Gordon. Costumes: Yvonne Wood. Publicity: Al Horwits, PL. 9-8000.

Wednesday
May 19

PREMIERE: "THE FULLER BRUSH MAN" (Movie) — LOEW'S STATE, B'WAY & 45TH STREET
Columbia release showing Red Skelton as a door-to-door salesman who becomes involved in a very complicated murder. Cast includes Janet Blair, Don McGuire, Hillary Brooke. Produced and directed by S. Sylvan Simon. Costumes: John Louis. Publicity: Hortense Schorr, CI. 5-5000.

Wednesday
May 19

PREMIERE: "THE SAINTED SISTERS" (Movie) — PARAMOUNT THEATRE, B'WAY & 43RD
Paramount's romantic turn-of-the-century comedy of two blonde confidence women who seek refuge in a small New England village. The 1895 fashions resemble those of the present day. Cast headed by Veronica Lake, Joan Caulfield, Barry Fitzgerald, William Demarest, George Reeves, Beulah Bondi. Producer: Richard Maibaum. Director: William D. Russell. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Thursday
May 20-
May 30

OPENING: "S.S. GLENCAIRN" — N.Y. CITY CENTER, 131 WEST 55TH STREET
The City Center of Music and Drama presents the N.Y. City Theatre Company in four one-act plays by Eugene O'Neill: "The Moon of the Caribees"; "In the Zone"; "Bound East For Cardiff"; "The Long Voyage Home" -- depicting four episodes aboard the tramp steamer S. S. Glencairn. Publicity: Jean Dalrymple, MU. 8-3847.

Friday
May 21

PREMIERE: "SILVER RIVER" (Movie) — STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers picture dealing with silver mining in a small Nevada town during post Civil War days. Cast features: Errol Flynn, Ann Sheridan, Thomas Mitchell, Ruth Bennett. Producer: Owen Krump. Director: Raoul Walsh. Costumes: Travilla. Publicity: Eva Siegel, CI. 6-1000.

Friday
May 21

OPENING: "THE VIGIL" — ROYALE THEATRE, 45TH ST. W.OF B'WAY
Alexander Markey by arrangement with George Jessel presents a new play by Ladislas Fodor, dealing with the Resurrection and set in a modern courtroom. Cast includes Henry Wilcoxon, Maria Palmer, Ian MacDonald. Opening night curtain at 8:00 P.M. Publicity: Wolfe Kaufman, LO. 4-3950.

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